

CASE STUDY



WINSTON SALEM FIRST

FEB. 15, 2014

The benefits and impact of
implementing Smart Giving.

Kindrid[™]
Unleash Generosity

INTRODUCTION

Kindrid is on a mission to unleash generosity. This goes beyond providing giving technologies, it also means providing resources to implement the technology well.

Winston Salem First is an excellent example, they already had kiosk-giving, online giving, app giving, and other traditional methods. However, when they partnered with Kindrid they found large increases in overall giving as well as many new households giving for the first time. Take a look at the impact below.



WINSTON SALEM FIRST

Location:		Winston Salem, NC
Rollout Date:		9/15/13
Months Using Kindrid:		5
Weekly Attendance:		2,300-2,500

FINANCIAL RESULTS:

\$8,936.09
Weekly Smart Giving

1,972
Total Smart Gifts

\$99.69
Average Gift Size

* Winston Salem saw a 15% increase in overall weekly giving after implementing Smart Giving

OVERVIEW

After a 5 month period of introducing their church to the benefits of Smart Giving, Winston Salem First saw some outstanding results. Below is an overview of their findings. Kindrid allowed them to outreach and connect to a surprising number of new people.

NEW GIVER ENGAGEMENT

As a result of using Smart Giving



216

Total households that used Smart Giving.



26%

Of those givers were households giving for the very first time!



25%

Of households using Smart Giving began to give more consistently.

Total households using Smart Giving



“Every Lead Pastor needs to take Kindrid seriously. This tool has recaptured the joy of giving and provided a way for all our people to give at the same time during the service.”

- Lead Pastor,
Dr. Mike Rakes

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